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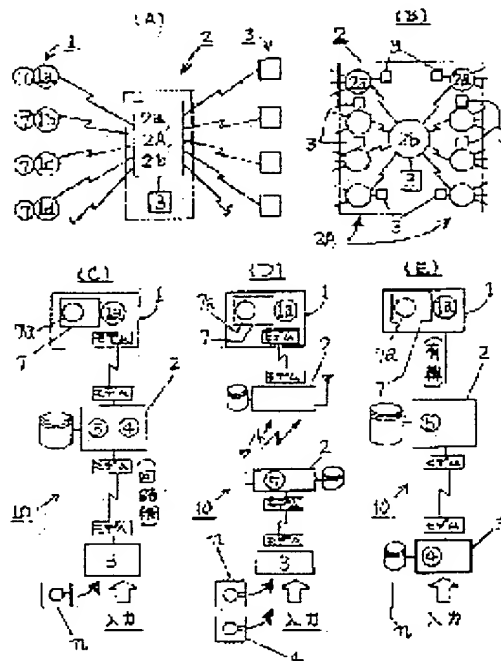
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## (54) ADVERTISEMENT OR THE LIKE DISPLAYING CONTROL SYSTEM

(57)Abstract:

PURPOSE: To obtain an advertisement, etc., displaying control system displaying displays for advertisements and information and capable of managing a budget by inputting formed display reservation information from plural terminal devices via a master station transmitting data to slave stations and displaying them.

CONSTITUTION: This system is provided with a display content forming support software 4 assisting the forming of display reservation information, a display content indicating support software 5 assisting display business relating procedure processing including the selection of slave stations 1 on which a single or plural displays specified according to a constant reference are reserved. Display reservation information capable of display reservation for a slave station are formed using these softwares to be inputted to an arbitrary specified terminal device 3 directly or via a recording medium (n) after being stored and held in a prescribed recording medium (n). In such a manner, the display reservation for a specified slave station is completed and the display of the display reservation information is executed from a specified terminal device 3 to the specified slave station 1 under a reserved set condition via a master station 2.



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## CLAIMS

## [Claim(s)]

[Claim 1] Display 1a which can fix or move, which consists of the registered plurality and in which electronics control is possible, It considers as the key station 2 which makes 1b and — the child office 1, and carries out the organization configuration of the central generalization equipment 2b which generalizes each [ which constitutes central processing unit 2 of central processing unit a / 2 / or 1 thru/or two or more groups A / each ], and said group selectively. The created display reservation information m is inputted from two or more terminal units 3 through the key station 2 which transmits data to the child office 1. The content creation exchange software 4 of a display with which advertisements of a facility, such as an advertisement which was made to indicate advertisement or information to the child office 1, etc. are Display Control System 10, and indicative-data creation of the display reservation information m including voice or an alphabetic character, and an image is assisted, Selection of the child office 1 of the unit specified in accordance with fixed criteria, or plurality which should carry out display reservation, Calculation of edit and the tariff of setting out with the display duration time t, and the bulletin reservation time zone T and two or more display reservation, or Cost c and the content bulletin exchange software 5 of a display with which the display operation related procedure processing P including collection is assisted, respectively are used. Child office 1 After creating the display reservation information m in which the display reservation to turn is possible and carrying out storage maintenance of the display reservation information m at the direct or predetermined record medium n, Display Control System, such as an advertisement characterized by making the specific child office 1 perform presenting of the display reservation information m under the setups which completed the display reservation to the specific child office 1, and were reserved through the key station 2 from the specific terminal unit 3 by inputting into the specific terminal unit 3 of arbitration through a record medium n.

[Claim 2] Carry out sequential allocation of the display reservation which divides the display reservation cofferdam period of the selected specific child office 1 into several order, and is displayed on the carrier beam same bulletin reservation time zone T for every reservation cofferdam period from primary to the Nth order, and while carrying out edit processing The display execution time t1 which carried out display reservation on that occasion After dividing proportionally the idle time t2 which remains within the bulletin reservation time zone T and adjusting the overlapping display reservation during the cofferdam period concerned forward and backward It is the idle time t2 after the last cofferdam period termination. Display execution time t1 Display Control System, such as an advertisement characterized by updating the display hour entry 6 of the content bulletin exchange software 5 of a display by considering as the display duration time t of display reservation in addition, and registering display reservation status into a key station 2 serially.

[Claim 3] After the child office 1 is equipped with the storage means 7 which attached reception-and-transmission means 7a and stores temporarily the content 8 of electrical transmission from a key station 2 in the child office 1, while Display Control System 10 performs the reservation display of the content 8 of electrical transmission and is completed in the bulletin reservation time zone T in the child office 1 Display Control System, such as an advertisement which transmits to a key station 2 after storing temporarily the executive logging 9 of the completed reservation display in the child office 1, and is characterized by setting applicable record of individual reservation to each beforehand registered destination 3a at ready-for-sending ability from this electrical transmission record after

that.

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DETAILED DESCRIPTION

[Detailed Description of the Invention]

[0001]

[Industrial Application] Especially this invention inputs information into the predetermined terminal unit formed in the unspecified arbitration location to the display group of the registered unspecified number with respect to an advertisement and an information display, and relates to Display Control System, such as an advertisement of the budget Kan [ Michiyoshi ] ability which indicates advertisement or information to the unit or two or more displays which were selected from said display group to arbitration by the telecommunication.

[0002]

[Description of the Prior Art] To the approach of an advertisement or information (henceforth an advertisement etc.), conventionally a) Display [ one sheet or ] the same content of information to display on two or more prints, and it is manufactured. Notify or distribute to specification or many and unspecified parts, or as b voice broadcast as an image and an image advertisement For people of an unspecified person or a specific location, radio equipment, a wire broadcasting facility, There were some which the one advertising content performs chiefly to one display using the means of the thing performed in the display or information equipment group containing television equipment by on the other hand transmitting to a target or c electric-spectaculars lighting advertisement and an electronic signboard, a liquid crystal display, etc.

[0003] And the advanced technology in b and c indicated the technique in which the following means performed the advertisement etc. 1) The technique in which the registered content of a display can be known when an unspecified person uses an advance payment means in an unspecified location (JP,01-115262,A), 2) Information, such as an advertisement made to record on electronic media, for a specific display means Coin charge, The technique displayed on throughout on real time with the advance payment means performed with card supplies of provisions at the time of continuation of an assignment display (JP,02-47766,A), 3) The communication link data display technique of adding a contraction means for the communication link data information which consists those advertisements etc. of a data-conversion means, a storage means, and a display means, and performing data conversion (JP,02-181818,A), And remote data transmission performs the display of an alphabetic character and an image for the content of 4 displays, and it is the information notice technique (JP,05-216420,A) of in addition passing voice etc.

[0004] In the broadcast system which consists of further 5 key station and two or more child offices, an information provider processes the content of information and it transmits to a key station, and after judging whether a specific child office is the information addressed to a local station about the transmitting content which a key station emits, the electronic advertising board technique (JP,03-117123,A) displayed on the display of a local station and the technique (JP,60-85631,A) in which a health communication link performs transmission of 6 these information are. and the system (report "in-the-car new image service system of liquid crystal display adoption" publication of Dempa Shimbun and February 14, 1989 issuance) which displays information on in the car [ which carries out 7 migration ] -- moreover, the technique (JP,02-223985,A) of providing with unspecified information the many and unspecified persons in the car which before 7 term and an affiliated technique receive

the information transmitted from the 8 outside, and move is indicated.

[0005] namely, in the newest advanced technology b and for c Unspecified, without all the contents of a display asking a keyword about the form mode type What is displayed on the display of a remote place by communication link is made possible. Or a beneficiary Tariff advance payment receives an advertisement etc. by the view in specific locations, such as a telephone booth. If an information provider carries out tariff advance payment to a specific display, he shall perform a display-line sake on real time. Moreover, it is shown that the convenience which compresses the information with which the communication link information entrepreneur was entrusted, and indicates by electrical transmission efficiently is offered, and the expert who is in the information network of a broadcast system or a migration car further performs information-display actuation from information offer actuation, and can provide many and unspecified persons with unspecified information.

[0006]

[Problem(s) to be Solved by the Invention] However, the approach a the advertisement which the former described above There is futility which wastes or discards media, such as an advertisement, after a display activity, and it can set to this approach b. Even if the beneficiary or information provider who is going to ask for profits, such as an advertisement, is not a special expert, when a tariff is paid in advance, the same constraint as 1 and 2 technique which enabled it to receive and transmit acts, such as an advertisement, i.e., he, receives profits, such as an advertisement, only in the range which can carry out a direct check. furthermore, to receive profits, such as an advertisement, towards the broader-based range Bailment from those who want to show [ those ] a fixed bulletin time zone and display duration time as conditions, and to perform an advertisement etc. the expert ensemble of carrier beam specification It was not the thing to which it turned to the area of a broadcasting station, a migration in the car, etc., and the advertisement to the unspecified person aimed at economic effects most that there is no other way but to depend [ which sorts out and uses a specified facility monopolistically ] and which can be advertised for the grounds which limited some sorted out, either.

[0007] If it puts in another way, when it is in Kyushu and advertises to facilities, such as an advertisement of Tokyo, the end user who sends an advertisement etc. to a wide area will entrust an expert, and will leave the decision of the advertising means and an advertising specification. And since it gives a short-time indication usually in displaying on the display for broadcast, the advertisement of whenever [ middle / in which broadcast conditions are not met ] etc. cannot be performed. moreover, by the advertisement of outdoor bulletin equipment, by the monopolistic long term contract for several months or several years, access is secured and it advertises continuously -- even if it comes out, and it cannot break an advertising space in short-time deed \*\*\*\* people in other advertisements in the location at the meantime and a contractor wants to stop an advertising act temporarily -- on the way -- if it cancels or a party does not agree on a termination agreement, it cannot carry out. Or even if the local small-scale contractor wanted to use outdoor bulletin equipment in the center of a remote place, advertising action was not able to be timely developed to an exact location.

[0008] On the other hand, when the facility person of outdoor bulletin equipments, such as an ad pillar, wants to secure an advertiser, if an advertising agent is not entrusted from constraint of the facility fixed to the area, many advertisers cannot be looked for and cannot do a time amount loan of a facility, either. And being given by advertising agents all over the country in search of an advertiser is not usually performed. it be common that it be the facility which report through a midship engine when put the information which a district disseminate on the engine whole region information root , even if it furthermore make it the office of a sightseeing firm and the information means in the individual engine like the relation of an affiliation hotel , when a district want to input into the means of the root system and to perform informational dispatch and utilization independently directly , it make , or many constraint be . While the means which can do an advertisement etc. without entrusting an expert ensemble, even if this invention has a display facility to perform an advertisement etc. and the distant remote place, for example, the place of dispatch, in a foreign country is offered and an end user does a budget control by himself While enabling reservation of a display after determining main information offer specifications, such as the content of a display, a bulletin time zone, display duration time, and a bulletin facility, directly actively and checking the related selections in the content of a display in advance In enabling it to check the content record of a display also subsequently and performing advertising business further, an advertiser is looked for widely, facility utilization effectiveness is raised also to an advertising facility owner and employment person side, and it aims at advertising revenue offering the control systems engineering of displays, such as an advertisement

which can be collected certainly.

[0009]

[Means for Solving the Problem] Display Control System, such as an advertisement concerning this invention, can be fixed or moved. It considers as the key station which makes a child office the display which consists of the registered plurality, and in which electronics control is possible, and carries out the organization configuration of the central generalization equipment which generalizes each [ which constitutes the central processing unit of a central processing unit or 1 thru/or two or more groups / each ], and said group selectively. The created display reservation information is inputted from two or more terminal units through the key station which transmits data to a child office. The content creation exchange software of a display with which advertisements of a facility, such as an advertisement which was made to indicate advertisement or information to a child office, etc. are Display Control System, and indicative-data creation of display reservation information including voice or an alphabetic character, and an image is assisted, Selection of the child office of the unit specified in accordance with fixed criteria, or plurality which should carry out display reservation, Calculation of edit and the tariff of setting out with display duration time and a bulletin reservation time zone and two or more display reservation, or cost and the content bulletin exchange software of a display with which the display operation related procedure processing including collection is assisted, respectively are used. After creating the display reservation information in which the display reservation for child offices is possible and carrying out storage maintenance of the display reservation information at a direct or predetermined record medium, By inputting into the specific terminal unit of arbitration through a record medium, the display reservation to a specific child office is completed, and it is characterized by making a specific child office perform presenting of display reservation information under the setups reserved through the key station from the specific terminal unit.

[0010] And carry out sequential allocation of the display reservation which this invention divides the display reservation cofferdam period of the selected specific child office into several order, and is displayed on a carrier beam same bulletin reservation time zone for every reservation cofferdam period from primary to the Nth order, and while carrying out edit processing After dividing proportionally the idle time which remains within a bulletin reservation time zone during the cofferdam period concerned and adjusting the overlapping display reservation before or after the display execution time which carried out display reservation on that occasion It is characterized by updating the display hour entry of the content bulletin exchange software of a display by adding the idle time after the last cofferdam period termination at the display execution time, and considering as the display duration time of display reservation, and registering display reservation status into a key station serially.

[0011] Furthermore, after a child office is equipped with the storage means which attached the reception-and-transmission means and stores temporarily the content of electrical transmission from a key station in a child office, while Display Control System performs the reservation display of the content of electrical transmission and is completed in the bulletin reservation time zone in a child office, this invention After storing temporarily executive logging of the completed reservation display in a child office, it transmits to a key station, and it is characterized by making applicable record of individual reservation into ready-for-sending ability from this electrical transmission record to each registered destination beforehand after that.

[0012]

[Function] This invention to the user who can access software for display exchange, such as two advertisements which this system offers According to the procedure which software shows, the selection activity of voice, an alphabetic character, an image, or the image is carried out for the element of the content which can be displayed on a display individually or complexly. It collects into the one content of an expression, and can be made to carry out system record of the content of an expression. The area and location according to a budget to wish are similarly chosen using the software for a bulletin separately. Reservation which continues to two or more specific displays chosen in one place, several places, or wide area of the limited narrow area individually or succeedingly, and can be displayed on them in the selected specific bulletin time zone over a specific day or several days, and several weeks is enabled. Therefore, those who attend at the bulletin time zone to a location with a specific display can carry out the direct check of the activation of the content of reservation, and also receive the executive logging, and can do the check of activation. On the other hand, for a display owner or a systems operation person, an advertisement etc. can be widely invited from an in-and-outside-the-country unspecified person, and also a utilization situation

can be grasped with the reservation method which carries out edit management by fixed criteria, can control quality the quality of a system upwards, and is adopted, and a payment system collateralizes an advertising act beforehand, and a reservation advertisement etc. can automate bill collection work further.

[0013]

[Example] Hereafter, drawing 1 and drawing 2 explain the whole system concerning this invention. Drawing 1 is a thing explaining the whole system configuration of the child office of this invention, a key station, and a terminal unit. System unit configuration drawing and (B) (A) The internal-system equipment plot plan of key station 1 example, 1 example block diagram of the communication system important section equipment with which (C) reaches a child office through a terminal unit, and (D) show other example block diagrams of this equipment, (E) shows another example block diagram of this equipment, and drawing 2 shows the flow chart explaining the system procedure of this invention. As shown in drawing 1, each connects 1 by the communication line through two or more terminal units 3 and the key station 2 in which computer processing is possible, and [ in which the display control by the key station 2 is possible ] It is two or more child offices which have display 1a thru/or 1 etc.d, etc., respectively, and in order to transmit to the content of display reservation and key station 2 which were received to involved reception-and-transmission means 7a, a storage means 7 by which executive logging which the advertisement etc. ended is temporarily memorizable is attached to this each of child office. a group which consists of two or more central processing unit 2a which attaches the terminal unit 3 of dedication as a key station 2 is shown with the case where it constitutes from a central processing unit 2a independent in this drawing (B) -- two or more key stations 2 selectively organized with Display Control System (henceforth a system) 10, such as an advertisement, constitute central generalization equipment 2b which generalizes each [ which constitutes central processing unit 2A / each ], and said group. The child office 1, a key station 2, and a terminal unit 3 are registered into a system 10, and receive the display control under the management specification about the reservation display information which the system 10 unified here.

[0014] The system 10 containing the child office 1, the key station 2, and terminal unit 3 which were registered here It is that to which the child office 1 uses the electronic advertising board, TV image machine or a wire broadcasting device in the thing of the outdoor installation bulletin board for unspecified persons, such as a passerby, or a station, and the premises of a motion stadium facility, an airplane, a ship, and a train, etc. as configuration equipment. Moreover, the child office 1 may constitute as those receivers, and key stations 2 may be lasting or a specific period, and the thing to prepare at the broadcasting station of radio or TV for [ of for general or a specific in-house ] broader-based organization people. Or a system 10 is constituted as one of the internal systems constituted from a particular group. For example, the child office 1 and a terminal unit 3 are put side by side to many works and places of business, and an office. the thing which displays the advertisement which establishes a key station 2 in a location suitably separately, and meets the business object, and a key station 2 -- a sightseeing union secretariat -- or it prepares in a special employment contractor, the child office 1 and a terminal unit 3 are put side by side and constituted to the support office and local office of every place, and an affiliation hotel, it is alike, respectively, and a system 10 is applied. Moreover, the child office 1 is established in the fixed form notice plate installed into the aircraft of an others, a telephone booth, a telegraph pole facility, or a migration engine etc. [ board / of the infinite form installed in a building outer wall and the roof / outdoor advertising ] When an effect of advertising functions by the large-sized outdoor bulletin board etc. especially, according to the magnitude of said bulletin board, and a configuration, the screen is classified for display 1a of the child office 1, and when [ one ] it is, each partition may be dealt with like two or more displays 1a and 1b at a certain time. Furthermore, the root to the specific child office 1 is selectively selected for a key station 2 from a terminal unit 3 through central processing unit 2a' by the side of central processing unit 2a, central generalization equipment 2b, and child office 1 area. Moreover, when the specific child office 1 is in central processing unit 2a in the same jurisdiction as a terminal unit 1, the communication link root in this jurisdiction is chosen directly.

[0015] As shown in this drawing (C) thru/or (D), with the communication circuit network through modems, such as the telephone line, it connects with a terminal unit 3 through a key station 2, and the child office 1 arranges the content creation exchange software 4 of a display (henceforth creation software), and the content bulletin exchange software 5 of a display (henceforth bulletin software) in a key station 2, and enables utilization from a terminal unit 3. What was inputted and created with this terminal unit is memorizable at the record medium n. While attaching the storage means 7 equipped



- ▷ with display 1a and reception-and-transmission means 7a to the child office 1 and being able to receive and memorize electrical transmission [ key station / 2 ], it constitutes so that a display control can receive (this drawing (C)). The communication system which connects the key station 2 to which the child office 1 side is connected with a line network, and the key station 2 to which a terminal unit 3 side is connected with a network through wireless or satellite communication
- ✦ constitutes from other examples shown in this drawing (D). The creation software 4 illustrated to (D) is arranged in a terminal unit 3, and like the case of the terminal unit 3 having the record medium n shown in this drawing (E), and the creation software 4, although it talks with a key station 2 and drops off, creation of the part displayed on the child office 1 or all the contents of a display of it is attained. In addition, the child office 1 is also connectable with a key station 2 and a cable like another example (this drawing (E)).

[0016] In addition, as shown in drawing 2, among a content to carry out display reservation, time amount, and the display reservation information m on a location, the creation software 4 puts on the communication link in which the display control of a system 10 is possible, and records the contents of a display, such as a sound displayed on display 1a etc., a picture, and an alphabetic character, on a record medium n. Indicative-data creation which can be displayed on the display (henceforth CRT) screen which is not illustrated here [ of a terminal unit 3 ] is assisted, and it is software with a creation guide. Moreover, the bulletin software 5 is the software with a setting-out actuation guide for performing display operation related procedure processing P concerning the location and time amount for carrying out definite reservation of the budget of how much said indicative data created with the creation software 4 is displayed by what kind of approach when by how much duration time at what child office 1a. The terminal unit 3 equipped with the creation software 4 shown in drawing 1 (E) The inside of the content data property of a display, such as a sound which increases to a key station 2 with time, an alphabetic character, an image, and an image, A system 10 is what was constituted in the object for the advertising agents of a special activity thru/or the special-purpose machine for a specific organization which sorted out property at any time, carried out electrical transmission purchase, incorporated this property information to possession equipment, and attached to business purposes the storage which carries out a playback activity repeatedly a part. It is equipment which can control creation software 4 dues which the user of this special-purpose machine pays to a system 10 employment person, and traffic software in use. Furthermore, although the bulletin software 5 is permanently kept to a key station 2 so that it can respond to fluctuation of the child office 1, specially, as an object for an organization, it can divide or bundle up a part of bulletin information property or all the property that edited the important section specially, and a system 10 can constitute it for business separately. In addition, even if the storage property of the soft commodities with which said fundamental content data of a display which a system 10 constitutes and manufactures are collected, and it upgraded and with which the content of storage was substantial is used for the creation software 4 shown in drawing 1 (D), it supplements the content creation of an expression with the content data-origination insufficiency of a display by conversation with a key station 2, and makes it complete the content of a display from constraint of memory capacity in the case of imperfection.

[0017] Drawing 3 explains the advertising display time of this invention, and procedure drawing in which (A) shows the reservation information handling point of display time, and (B) are the bulletin time zone block diagrams showing a seasonal factor and a reservation progress situation. The idle time t 2 which are scattered within the bulletin schedule time zone T in order to set a bulletin time zone to the display time 6 which reserves and performs an advertising display to display 1a suitably so that the daytime of the area in which each display 1a is located, and the time zone of night may be suited, and to make it \*\*\*\*\* to the day-and-night fluctuation by the seasonal factor, and so that it may respond to the timing, and the enrollment environment for an advertisement and others It arranges (this drawing (B)). If an operator's display reservation is received, sequential sufficiency is carried out at the reservation period which applies to which and forms from primary the bulletin reservation time zone T prepared in the predetermined range time amount frame in several order, and reservation will have been shut when empty bulletin time amount is lost. The display time 6 of each reservation is arranged, adding temporarily, the content of a display for which the system 10, by the way, prepared separately all reservation for which it gathered at the time of the Nth cofferdam of the last reservation cofferdam so that it might be buried with the bulletin reservation time zone T concerned the neither more nor less, when idle time remains (this drawing (A)). In addition, serially, the reservation information which more than specified is registered into a key station 2, updates the item

concerned of the bulletin software 5, and it constitutes it so that duplication reservation may not arise.

[0018] Thus, drawing 2 thru/or drawing 4 mainly explain the operating procedure of Display Control System 10, such as an advertisement of constituted this invention. Drawing 4 explains the important section part of content bulletin exchange software of display 1 example of this invention here, and it is a child office selection procedure block diagram. In drawing 2, the display reservation user who wants to carry out an advertisement etc. to the specific child office 1 registers with a system 10, checks the prepayment gold supplied to the system 10 employment person with software 5, and shows economical backing of display reservation. Then, the self record medium n which makes creation bracing is prepared, and the display reservation information m is inputted from a terminal unit 3. If the indicative data which determines the content of a display using the creation software 4 is created and the content of display reservation is decided, it will talk with the bulletin software 5 and display operation related procedure processing P will be advanced. That is, the display location according to a budget, a bulletin day, bulletin time amount, a period, etc. are selected and reserved by this processing P. The system 10 including a key station 2 memorizes the content of these reservation display, and a system 10 performs a display, after performing predetermined edit for spoiling neither the display effectiveness, nor bulletin time amount allocation and a public policy. In addition -- although not illustrated here -- a system 10 side -- unnecessary \*\*\*\* and the list of unnecessary images etc. -- suitably -- preparing -- always -- or it is collectively alike, automatic retrieval is carried out to the content of a display in preparation, and it comes to ask for correction of an applicable matter. The edit which said system 10 performs is the object which carries out the effective display--line sake by specific child office 1 group, and also in case the specific campaign which adds and prepares a systems operation person or child office 1 owner side also before reservation reception, the time of the plan of story line advertising etc. and public relations, and bailment information of a public matter are carried out, it is performed. In addition, by reservation employment which a system 10 performs, electrical transmission of an indicative data to the specific child office 1 installed in an airplane and migration engines, such as a bus, can make information quality higher than the content of a display received during migration, when it receives during terminal parking.

[0019] The operating procedure performed using the software shown in drawing 2 is explained in more detail below. After carrying out exclusive format processing of the predetermined record medium n which serves as registrant check processing of a system 10 with the bulletin software 5 first, payment check (it is displayed as (1) etc. like 1st check processing and the following) actuation is carried out beforehand. The display dues corresponding to the selection condition in which a prepaid money amount display and a system 10 side contain the bulletin time zone in the dues of voice, an alphabetic character, an image, and the creation software 4 with which image creation is assisted, the distinction during day and night, a seasonal factor, the various level in a display schedule period, grade, and an area etc. are displayed selectively here. An operator does automatic creation of two or more budgets, continues an activity, and calls and checks a predetermined budget on the CRT screen of a terminal unit 3 during an activity timely. Moreover, hard copy may be carried out and an activity may be interrupted. When a selection budget exceeds from a prepaid money amount, unless computer processing of the increase of payment \*\*\*\* is carried out beforehand, the conversation to a system 10 is closed automatically.

[0020] Next, selection of the display reservation information m and an input are performed using the creation software 4. The image in which the operator who calls and chooses necessary voice, an alphabetic character, an image, etc. from the content of a display which this interior of software or a system 10 collects with the guide of the creation software 4, or does not illustrate here did creation preparation separately is changed with the exclusive conversion software which a system 10 side prepares separately. actuation side edit is performed on a terminal--handling CRT screen, and a display manuscript is drawn up. The indicative data of a decision draft is created and checked eventually (2), and the storage operation of this indicative data is performed. A record medium n can be made to be able to memorize here and the conversation of a system 10 can be closed. However, when the storage impossible of a medium arises from the function of a record medium n, storage preservation is turned on a system 10 side, and storage processing with the code or notation as for which the call of said storage preservation is made to Storage n is performed.

[0021] In order to perform the reservation display of said indicative-data decision draft to the specific target child office 1, display operation related procedure processing P in which the terms and



conditions for a bulletin are decided is advanced using the bulletin software 5. That is, child locality drawing is called in the case of selection of said specific child office 1, and it receives the child office 1 display of a limited area with the guide of software out of the map list. Then, an operator performs one place or several specific child office 1 selections. As shown in drawing 4, this specific child office selection chooses the Shizuoka whole region from a local select list, calls the low order list one by one, and selects the specific child office 1 of terminal decision. That is, a school zone, the sport facility of a child office select list to the level 2, and the soccer stadium and baseball field under this facility list are chosen from an area select list like 1 etc. set etc., and the circumference of the outside of Grade B is chosen. In a selection culmination, the location of two or more specification child office 1 which can display a system 10 is clarified with a map etc., and the particular number of each specific child office 1 is shown. After all, said operator pinpoints the selection child office 1 by this particular number. Although it has when the selected child office 1 cannot be reserved, and one place or two or more selection reservation candidates are mentioned, it may be specified, for example as all the soccer stadiums of a specific area, and the whole specific child office 1 group which can be summarized according to the specific description which the system 10 arranged may be counted for a candidate. By these actuation, selection priority is written by the operator in addition like the case of the processing procedure of the bulletin time amount T described below and the display duration time t. Here, in order to know the estimate at the time of the specific child office 1 selection for every priority, the budget and prepaid money amount at the time of an activation display can be called to a CRT screen at the time of the model conditions which the system 10 prepared.

[0022] Next, the idle time t2 which is made to display the so-called idle time information in said specific child office bulletin reservation time zone T within an operator's bulletin schedule period, determines the bulletin reservation time zone T concerned which carries out display reservation, and is intermingled within the displayed bulletin reservation time zone T. It refers to and the display duration time t is selected. Next, a system 10 asks an operator for totaling a display tariff or Cost c, performing comparison with said content activation budget of a display, and performing one settled display reservation according to each bulletin conditions selected for every priority. If the economical check (3) ends, the existence of display reservation of men of the same trade will be shown for the contiguity reservation environment of the content record of a display reserved display which adjoined including bulletin time amount before and after said display reservation notifies, the reconfirmation of the display reservation concerned in the environment (4) will be asked, and a system 10 will pull down the dues of the creation software 4 from payment beforehand.

[0023] In case check (5) actuation of the last with a system 10 is performed for the operator who stops display reservation here, the system conversation concerned can be terminated. Since said cancellation is cancellation by an operator's reason for one-sided, you may make it collect the software dues from payment beforehand at the time of elimination of the associated data of the bulletin software 5, although not illustrated to drawing 2. At this time, the content data of a display made from the creation software 4 are left behind to said record medium n, and can carry out regeneration to it on the CRT screen of a terminal unit 3. And said record medium n is utilized, and when resuming said processing P using the already memorized content of a display, display reservation procedure can be performed from connector A1 location shown in drawing 2. In addition, the costs c which a user pays are charges of a display, such as above-mentioned software dues, an above-mentioned advertisement, etc., and communication line dues.

[0024] In the above-mentioned procedure, while a check and the reserved display reservation information m carry out storage preservation with a reservation record list at an operator's record medium n, a system 10 memorizes automatically and all display reservation to the specific child office 1 is completed at the event of this system storage. The display reservation for which it gathered in the system 10 from the part which carried out display reservation with the terminal unit 3 of key station 2 self within the setting-out period in the key station 2, and the outside is summarized, and the turn for every [ automatically or ] specific child office of after [ a semi-automatic check and edit processing processing ] and display reservation place, and according to batch processing electrical transmission processing by the system 10 is carried out. The specific child office 1 is stored temporarily for the storage means 7 at the reception-and-transmission means 7a in response to the content 8 of electrical transmission from a key station 2, displays the display of the content of a reservation display taken out from the storage means 7 concerned to the time amount which the display reservation data within this content of electrical transmission set up on the display 1a one by one, and performs it. Executive logging 9 makes a list a part or all, such as an actuation place

registration number, the display place child office number, a location area, a local classification, bulletin time amount, a display gestalt, duration time, a count of a repeat display, and an exclusive period, through specific child office 1 reception-and-transmission means 7a, by batch processing, it transmits to a key station 2 and a key station 2 transmits the content 8 of electrical transmission to registered destination 3a based on carrier beam assignment at the time of reservation. A fixed period and a system 10 save said executive logging 9. Procedure processing of a system 10 is completed by the above.

[0025] Drawing 3 (A) explains the advertising display time 6 further. In a key station 2, Reservation a is received in the bulletin reservation time zone T during a primary reservation (early stages of reservation) period. The display reservation b, c, and d is added during each period of secondary reservation and the 3rd reservation. registration setting out is carried out in a respectively as desired time zone location -- having -- the above registration setting out -- Last N, when it closes by degree reservation c and d of reservation -- color -- edit processing of the reservation a and d is carried out in the \*\*\*\*\* case, that it is [ the display effectiveness ] more higher to have separated from the semantic content and to display-like makes the decision rearranged to the definite reservation permutation illustrated to a part for the bottom of this drawing, and the display ranking is performed. The idle time t2 which remained in the bulletin reservation time zone T at this time For example, it distributes most advantageously in order of the reservation a, b, and c determined as the reservation period more near in early stages, and the display execution time t is set up.

[0026] In addition, in the above-mentioned example, it connected with the system 10 through the registered terminal unit 3 in an unspecified location, or the registered record medium n, and an image, an alphabetic character, etc. which the software medium or the system itself collected with the creation software 4 which the system 10 prepared beforehand were utilized, and the procedure which creates the content of a display was illustrated. The creation software 4 performs automatically the check of the content of a display in preparation [ in this case ] in principle. When creating and displaying the content of a display specially, it processes under management of a system 10 using the terminal unit 3 of a key station 2, and an employment person's terminal unit 3 permitted specially, without completely using the creation software 4. In this case, a system 10 side mainly performs a semi-automatic check, and that content of a display protects the quality and the public policy of that content of a display.

[0027]

[Effect of the Invention] As stated above, Display Control System, such as an advertisement concerning this invention When the man in the street reduces the skill constraint accompanying displays, such as an advertisement, to an operational technical level It is what offers a means to disseminate information to the group for a display which gives an opportunity to extend providers, such as an advertisement, to the general public, and which the individual selected from the individual independently as the result. While extending the convenience of an advertising information dispatch field alternating current and everyone can choose the display location as arbitration on a scale of the earth, for a display owner An advertiser can secure widely, and the time-sharing sale which is display property can be performed efficiently, and employment convenience can be secured. to a system owner and a systems operation person further Maintenance of a system and an improvement can be made autonomously, without always adopting the result of the newest communication technology to system management, being reflected in the improvement in profitability, when informational intensive transmission, management, and a plan over a very wide area can be proposed, and being restrained by the existing factor by reservation means-of-displaying adoption.

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[Translation done.]

\* NOTICES \*

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1.This document has been translated by computer. So the translation may not reflect the original precisely.

2.\*\*\*\* shows the word which can not be translated.

3. In the drawings, any words are not translated.

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## DESCRIPTION OF DRAWINGS

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### [Brief Description of the Drawings]

[Drawing 1] In (A), explaining the whole system configuration concerning this invention, 1 example block diagram of the communication system important section equipment which system unit configuration drawing and (B) pass through the internal-system equipment plot plan of key station 1 example, and (C) passes through a terminal unit, and reaches a child office, and (D) show other example block diagrams of this equipment, and (E) shows another example block diagram of this equipment.

[Drawing 2] The flow chart explaining the system procedure of this invention is shown.

[Drawing 3] Explaining the display time of the advertisement of this invention etc., procedure drawing in which (A) shows the reservation information handling point of display time, and (B) are the bulletin time zone block diagrams showing a seasonal factor and a reservation progress situation.

[Drawing 4] The important section part of content bulletin exchange software of display 1 example of this invention is explained, and it is a child office selection procedure block diagram.

### [Description of Notations]

1 Child Office

1a, 1b, -- Display

2 Key Station

2a Central processing unit

2A a group -- a central processing unit

2b Central generalization equipment

3 Terminal Unit

3a Destination

4 The Content Creation Exchange Software of Display

5 The Content Bulletin Exchange Software of Display

6 Display Hour Entry

7 Storage Means

8 The Content of Electrical Transmission

9 Executive Logging

10 Display Control System

c A tariff or cost

m Display reservation information

n Predetermined record medium

P Display operation related procedure processing

t Display duration time

t1 Display execution time

t2 Idle time

T Bulletin reservation time zone

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[Translation done.]

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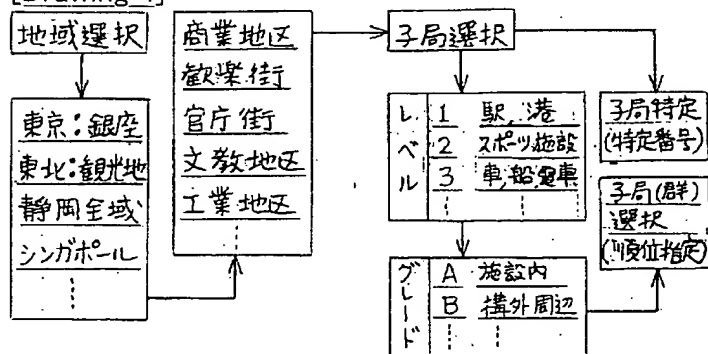
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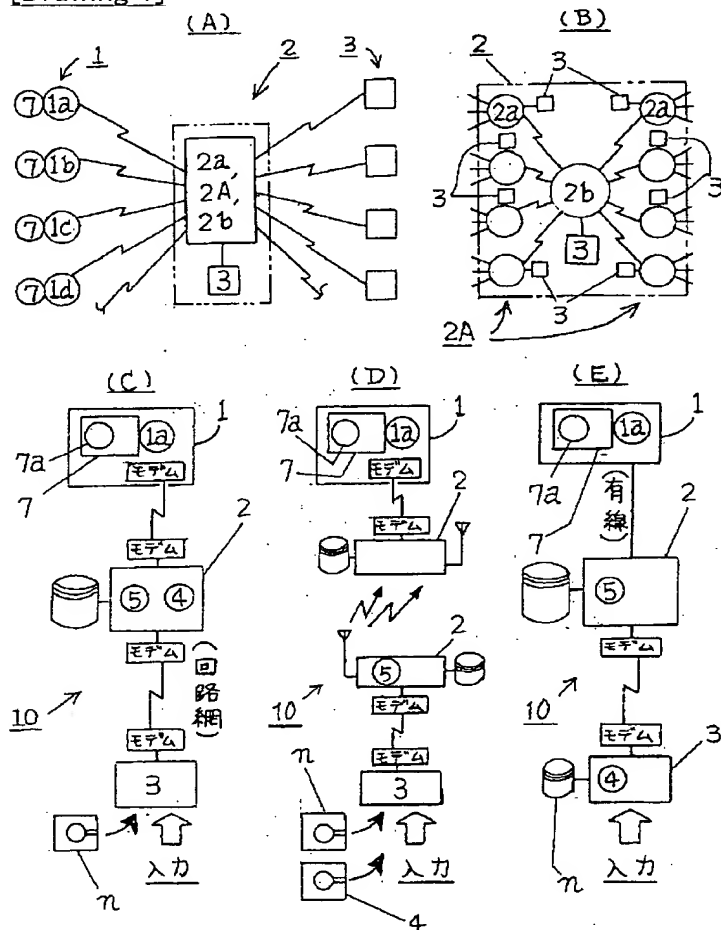
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## DRAWINGS

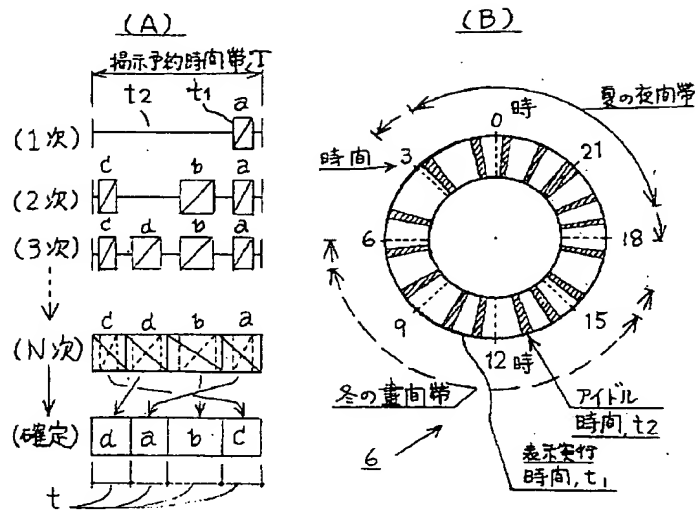
[Drawing 4]



[Drawing 1]



[Drawing 3]



[Drawing 2]

